BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION SEPTEMBER 18, 2006 U.S. PATENT No. 7,024,381 B1

EXHIBIT F

CLASSIFICATIONS, COMBINATIONS AND MOTIVATIONS (Part 3)

	Short Name	,	Classification	In Combination w	rith	Motivation for Combination
1.	Multi Video	and/or	35 U.S.C. § 103	Yoshida	and/or	Combine conventional brick and mortar video
	Pop*Card	and/or		Kuriyama	and/or	store rental practice with computer implemented
	Video Hit	and/or		Koya	and/or	video rental kiosk machines, and further with
	Cine Club	and/or		Crooks	and/or	computer implemented library practices having subscription based no late fee book-lending
	Campus Video			Isobe		programs, method for ordering and downloading
				and/or in further combination with		resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee
				Reference Guide	and/or	practices utilized in audio book and tape rental
				Functional Requirements	and/or	business, digital electronic telecommunication
				Maxcess	and/or	technologies for conducting e-commerce on the
				Sirsi	and/or	Internet, and Netflix's prior online DVD rental
				Auto Librarian	and/or	services, to improve movie rental business.
				NCR	and/or	Applying computer technology to make retail or rental operations more efficient and capable.

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Short Name	Classification	In Combinatio	n with	Motivation for Combination
		Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or	Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Nar	ne	Classification	In Combination w	ith	Motivation for Combination
						overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
2.	Multi Video Pop*Card Video Hit Cine Club	and/or and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or and/or	Combine conventional brick and mortar video store rental practice with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and
	Campus Video			Auto Librarian		downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental

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Short Name	Classification	In Combination w	vith	Motivation for Combination
		and/or in further combinati	ion with	technologies, subscription based no late fee practices utilized in audio book and tape rental
		NCR	and/or	business, digital electronic telecommunication
		Avis	and/or	technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental
		AudioQueue	and/or	services, to improve movie rental business.
		BTCC	and/or	Applying computer technology to make retail or
		TBW	and/or	rental operations more efficient and capable.
		Books on Tape	and/or	Using the Internet to perform functions of
		Morale	and/or	computer networks, including networks referred
		Saigh	and/or	to in the NCR patents.
		Hendricks	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.
		Ginter	and/or	Conducting existing pre-Internet businesses on
		Netflix	332237, 32	the Internet. Adaptation of brick-and-mortar
		1109100		retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and- mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions
				of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage
				of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet
				orders and lower cost of mailing or delivering
				DVDs in comparison to videotapes. (E.g.,
				BB00008531-32.) Use of features of Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site

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Short Name	Classification	In Combination with	Motivation for Combination
			visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

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	Short Name		Classification	In Combination w	ith	Motivation for Combination
3.	Multi Video Pop*Card	and/or and/or	35 U.S.C. § 103	NCR		Combine conventional brick and mortar video store rental practice with computer implemented
	Video Hit Cine Club	and/or and/or		and/or in further combination	on with	method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
	Campus Video			Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
				Ginter Netflix	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art

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Short Name	Classification	In Combination with	Motivation for Combination
			online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)

Short Name	Classification	In Combination with	Motivation for Combination
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
4.	Multi Video and/o	35 U.S.C. § 103	Burks	and/or	Combine conventional brick and mortar video
	Pop*Card and/or	•	Hironori	and/or	store rental practice with computer systems
	Video Hit and/or	•	Subler		having memory devices and micro-controllers and computer readable medium, and further with
	Cine Club and/or	•			computer implemented library practices having
	Campus Video		and/or in further combination	on with	subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	resources/contents based on searching their
			Functional Requirements	and/or	digital profiles/attributes over a
			Maxcess	and/or	telecommunication network, online car rental
			Sirsi	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Auto Librarian	and/or	business, digital electronic telecommunication
			NCR	and/or	technologies for conducting e-commerce on the
			Avis	and/or	Internet, and Netflix's prior online DVD rental
			AudioQueue	and/or	services, to improve movie rental business.
			BTCC	and/or	Applying computer technology to make retail or
			TBW	and/or	rental operations more efficient and capable. Using the Internet to perform functions of
			Books on Tape	and/or	computer networks, including networks referred
			Morale	and/or	to in the NCR patents.
			Motur	and/01	Transformation and expansion of "brick-and-

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Saigh Hendricks Ginter Netflix Saigh Adaptation of brick-and-mortar vided businesses to the Internet. Similarity relationships, and overlaps between	mbination
mortar video rental businesses (e.g., Blockbuster's brick-and-mortar businesses) and combine of them in prior art. (E.g., BB00008 00008566, 00008558-60, 00008570 00008590-91, 00008592-93.) Taking of increased suitability of DVD form delivery or other shipment in responsor orders and lower cost of mailing or DVDs in comparison to videotapes. BB00008531-32.) Use of features or retail sites and ecommerce businesse rental. Similarities, relationships, and between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and and combined discussions of them in (E.g., BB00008550-51, 00008558-6 Adding or substituting subscription or for pay-per-item rental services. relationships, and overlaps between and pay-per-item rental services and discussions of them in prior art. A	com" businesses. net businesses on ick-and-mortar the Internet. ar video rental nilarities, tween brick-and- ic (e.g., ar business) and flix's prior-art mbined discussions i00008563-64, i08970-71, Taking advantage D format for mail response to Internet ing or delivering tapes. (E.g., tures of Internet sinesses for DVD ips, and overlaps ind ecommerce and DVD rental them in prior art. i5558-60.) ption programs to ices. Similarities, tween subscription es and combined

Short Name	Classification	In Combination with	Motivation for Combination
			Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for

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	Short Name		Classification	In Combination w	ith	Motivation for Combination
						libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
5.	Multi Video	and/or	35 U.S.C. § 103	Leason	and/or	Combine conventional brick and mortar video
	Pop*Card	and/or		Cook	and/or	store rental practice with user friendly features
	Video Hit	and/or		Video Vendor		for allowing a user to make and update a list of desired and/or reserved items, and further with
	Cine Club Campus Video	and/or		and/or in further combinati	on with	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
				Reference Guide	and/or	resources/contents based on searching their
				Functional Requirements	and/or	digital profiles/attributes over a
				Maxcess	and/or	telecommunication network, online car rental technologies, subscription based no late fee
				Sirsi	and/or	practices utilized in audio book and tape rental

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	on with	Motivation for Combination
Short Name	Classification	In Combination Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or	business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Short Name	Classification	In Combination with	Motivation for Combination
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there

	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for
				libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
6.	Multi Video and/or	35 U.S.C. § 103	Stein and/or	Combine conventional brick and mortar video store rental practice with user friendly features

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Short Name		Classification	In Combination w	rith	Motivation for Combination
Short Name Pop*Card Video Hit Cine Club Campus Video	and/or and/or and/or	Classification	In Combination w Herz and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh		Motivation for Combination for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-
			Saigh Hendricks Ginter Netflix	and/or and/or and/or	mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions

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Short Name	Classification	In Combination with	Motivation for Combination
			of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental

Short Na	ame Classification	In Combination with	Motivation for Combination
			system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Nam	e	Classification	In Combination w	ith	Motivation for Combination
						video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
7.	Multi Video	and/or	35 U.S.C. § 103	Avis		Combine conventional brick and mortar video
	Pop*Card Video Hit Cine Club	and/or and/or and/or		and/or in further combinati	on with	store rental practice with computer implemented online car rental technologies, and further with computer implemented library practices having
	Campus Video	una, or		Reference Guide	and/or	subscription based no late fee book-lending programs, method for ordering and downloading
				Functional Requirements	and/or	resources/contents based on searching their
				Maxcess	and/or	digital profiles/attributes over a
				Sirsi	and/or	telecommunication network, subscription based
				Auto Librarian	and/or	no late fee practices utilized in audio book and tape rental business, digital electronic
				NCR	and/or	telecommunication technologies for conducting
				AudioQueue	and/or	e-commerce on the Internet, and Netflix's prior
				BTCC	and/or	online DVD rental services, to improve movie
				TBW	and/or	rental business.
				Books on Tape	and/or	Applying computer technology to make retail or
				Morale	and/or	rental operations more efficient and capable. Using the Internet to perform functions of
				Saigh	and/or	computer networks, including networks referred
				Hendricks	and/or	to in the NCR patents.
				Ginter	and/or	Transformation and expansion of "brick-and-
				Netflix		mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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Short Name	Classification	In Combination with	Motivation for Combination
Snort Name	Classification	In Combination with	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time

Short Name	Classification	In Combination with	Motivation for Combination
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
8.	Multi Video	and/or	35 U.S.C. § 103	Bradley	and/or	Combine conventional brick and mortar video
	Pop*Card	and/or		Fein	and/or	store rental practice with video content storage,
	Video Hit	and/or		TiVo		distribution and selection technologies used in TV broadcast systems, and further with
	Cine Club	and/or				computer implemented library practices having
	Campus Video			and/or in further combination	on with	subscription based no late fee book-lending programs, method for ordering and downloading
				Reference Guide	and/or	resources/contents based on searching their
				Functional Requirements	and/or	digital profiles/attributes over a
				Maxcess	and/or	telecommunication network, online car rental technologies, subscription based no late fee
				Sirsi	and/or	practices utilized in audio book and tape rental
				Auto Librarian	and/or	business, digital electronic telecommunication
				NCR	and/or	technologies for conducting e-commerce on the

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	on with	Motivation for Combination
		Avis AudioQueue	and/or and/or	Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
		BTCC	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
		TBW Books on Tape	and/or and/or	Using the Internet to perform functions of
		Morale	and/or	computer networks, including networks referred to in the NCR patents.
		Saigh	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.
		Hendricks Ginter	and/or and/or	Conducting existing pre-Internet businesses on
		Netflix		the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet orders and lower cost of mailing or delivering
				DVDs in comparison to videotapes. (E.g.,
				BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD
				rental. Similarities, relationships, and overlaps
				between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental

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Short Name	Classification	In Combination with	Motivation for Combination
			and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination	with	Motivation for Combination
						rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
9.	Multi Video Pop*Card Video Hit	and/or	35 U.S.C. § 103	AudioQueue BTCC	and/or and/or	Combine conventional brick and mortar video store rental practice with subscription based no late fee practices utilized in audio book and tape
	viaeo mii	and/or		TBW	and/or	rental business, and further with computer

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	rith	Motivation for Combination
Cine Club and	or	Books on Tape		implemented library practices having subscription based no late fee book-lending
Campus Video		and/or in further combinati	on with	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
		Reference Guide	and/or	telecommunication network, online car rental
		Functional Requirements	and/or	technologies, digital electronic
		Maxcess	and/or	telecommunication technologies for conducting
		Sirsi	and/or	e-commerce on the Internet, and Netflix's prior
		Auto Librarian	and/or	online DVD rental services, to improve movie rental business.
		NCR	and/or	Applying computer technology to make retail or
		Avis	and/or	rental operations more efficient and capable.
		Morale	and/or	Using the Internet to perform functions of
		Saigh	and/or	computer networks, including networks referred
		Hendricks	and/or	to in the NCR patents.
		Ginter	and/or	Transformation and expansion of "brick-and-
		Netflix		mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on
		1 (Ci) viii		the Internet. Adaptation of brick-and-mortar
				retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions
				of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage

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Short Name	Classification	In Combination with	Motivation for Combination
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship

Short Name	Classification	In Combination with	Motivation for Combination
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
10.	Multi Video	and/or and/or	35 U.S.C. § 103	Morale Saigh	and/or and/or	Combine conventional brick and mortar video store rental practice with digital electronic
	Pop*Card Video Hit	and/or		Saigh Hendricks	and/or	telecommunication technologies for conducting
	Cine Club	and/or		Ginter	and/or	e-commerce on the Internet, and further with
	Campus Video	and/or		Gimer		computer implemented library practices having
	Campus viaeo			and/or in further combination	on with	subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
				Reference Guide	and/or	digital profiles/attributes over a telecommunication network, online car rental
				Functional Requirements	and/or	technologies, subscription based no late fee
				Maxcess	and/or	practices utilized in audio book and tape rental
				Sirsi	and/or	business, and Netflix's prior online DVD rental
				Auto Librarian	and/or	services, to improve movie rental business.
				NCR	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
				Avis	and/or	Using the Internet to perform functions of
				AudioQueue	and/or	computer networks, including networks referred
				BTCC	and/or	to in the NCR patents.
				TBW	and/or	Transformation and expansion of "brick-and-
				Books on Tape	and/or	mortar" businesses into "dot-com" businesses.
				Netflix		Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
						retail and rental businesses to the Internet.
						Adaptation of brick-and-mortar video rental

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Short Name	Classification	In Combination with	Motivation for Combination
			businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-

Short Name	Classification	In Combination with	Motivation for Combination
			64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g.,

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	Short Name		Classification	In Combination w	ith	Motivation for Combination
						BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
11.	Multi Video a	nd/or	35 U.S.C. § 103	Netflix		Combine conventional brick and mortar video
	Video Hit a	und/or und/or und/or		and/or in further combination	on with	store rental practice with Netflix's prior online DVD rental services, and further with computer implemented library practices having
	Campus Video	iliu/Ol		Reference Guide	and/or	subscription based no late fee book-lending programs, method for ordering and downloading
	Cumpus viaco			Functional Requirements	and/or	resources/contents based on searching their
				Maxcess	and/or	digital profiles/attributes over a
				Sirsi	and/or	telecommunication network, online car rental
				Auto Librarian	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
				NCR	and/or	business, and digital electronic
				Avis	and/or	telecommunication technologies for conducting
				AudioQueue	and/or	e-commerce on the Internet, to improve movie
				BTCC	and/or	rental business. Applying computer technology to make retail or

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Short Name	Classification	In Combination	with	Motivation for Combination
		TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to

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Sho	rt Name	Classification	In Combination with	Motivation for Combination
				or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
				BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for
				rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to

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	Short Na	me	Classification	In Combination	with	Motivation for Combination
						rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions
		1/	25 11 0 0 0 102	16.1.170.1	• • • • • • • • • • • • • • • • • • • •	of retail kiosks.
12.	Yoshida Kuriyama Koya Crooks	and/or and/or and/or	35 U.S.C. § 103	Multi Video Pop*Card Video Hit Cine Club	and/or and/or and/or	Combine video rental technology of using computer implemented video rental kiosk machines with conventional brick and mortar video store rental practice, and further with
	Isobe	anu/or		Cine Club Campus Video	and/or	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		and/or in further combination	on with	resources/contents based on searching their digital profiles/attributes over a
		Reference Guide	and/or	telecommunication network, online car rental
		Functional Requirements	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
		Maxcess	and/or	business, digital electronic telecommunication
		Sirsi	and/or	technologies for conducting e-commerce on the
		Auto Librarian	and/or	Internet, and Netflix's prior online DVD rental
		NCR	and/or	services, to improve movie rental business.
		Avis	and/or	Applying computer technology to make retail or
		AudioQueue	and/or	rental operations more efficient and capable.
		BTCC	and/or	Using the Internet to perform functions of computer networks, including networks referred
		TBW	and/or	to in the NCR patents.
		Books on Tape	and/or	Transformation and expansion of "brick-and-
		Morale		mortar" businesses into "dot-com" businesses.
			and/or	Conducting existing pre-Internet businesses on
		Saigh	and/or	the Internet. Adaptation of brick-and-mortar
		Hendricks	and/or	retail and rental businesses to the Internet.
		Ginter	and/or	Adaptation of brick-and-mortar video rental
		Netflix		businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and- mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions
				of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage
				of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

Short Name	Classification	In Combination with	Motivation for Combination
			coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						Internet business. Using PCs over the Internet to perform functions of retail kiosks.
13.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combinati NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or an	Combine video rental technology of using computer implemented video rental kiosk machines with library practice having subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	vith	Motivation for Combination
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
14.	Yoshida and Kuriyama and Koya and Crooks and	/or	NCR and/or in further combination	ion with	Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented method for ordering and downloading resources/contents based on searching their digital
	Isobe		Reference Guide	and/or	
			Functional Requirements	and/or	
			Maxcess	and/or	library practices having subscription based no late fee book-lending programs, online car rental
			Sirsi	and/or	technologies, subscription based no late fee
			Auto Librarian	and/or	practices utilized in audio book and tape rental
			Avis	and/or	business, digital electronic telecommunication
			AudioQueue	and/or	technologies for conducting e-commerce on the
			BTCC	and/or	Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
			TBW	and/or	Applying computer technology to make retail or
			Books on Tape	and/or	rental operations more efficient and capable.

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Sho	ort Name	Classification	In Combination	with	Motivation for Combination
			Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or	Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,

Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and

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	Short Nan	ne	Classification	In Combination with	Motivation for Combination
					overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
15.	Yoshida Kuriyama	and/or and/or	35 U.S.C. § 103	Burks and/or Hironori and/or	Combine video rental technology of using computer implemented video rental kiosk machines with computer systems having
	Koya Crooks Isobe	and/or and/or		Subler and/or in further combination with	memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	ith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

Short Name	Classification	In Combination with	Motivation for Combination
			coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	rith	Motivation for Combination
						Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
16.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor and/or in further combinati Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale	and/or an	Combine video rental technology of using computer implemented video rental kiosk machines with user friendly features for allowing a user to make and update a list of desired and/or reserved items user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable.
				Saigh	and/or	Using the Internet to perform functions of computer networks, including networks referred
				Hendricks Ginter Netflix	and/or and/or	to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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Short Name	Classification	In Combination with	Motivation for Combination
Snort Name	Classification	In Combination with	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time

Short Name	Classification	In Combination with	Motivation for Combination
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
17.	Yoshida	and/or	35 U.S.C. § 103	Stein	and/or	Combine video rental technology of using
	Kuriyama	and/or		Herz		computer implemented video rental kiosk
		and/or and/or		and/or in further combination	on with	machines with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having
	15000			Reference Guide	and/or	subscription based no late fee book-lending
				Functional Requirements	and/or	programs, method for ordering and downloading
				Maxcess	and/or	resources/contents based on searching their
				Sirsi	and/or	digital profiles/attributes over a telecommunication network, online car rental
				Auto Librarian	and/or	technologies, subscription based no late fee
				NCR	and/or	practices utilized in audio book and tape rental
				Avis	and/or	business, digital electronic telecommunication

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	n with	Motivation for Combination
		AudioQueue BTCC TBW	and/or and/or and/or	technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or
		Books on Tape Morale Saigh Hendricks	and/or and/or and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Ginter Netflix	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused
			for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination with	Motivation for Combination
					Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
18.	Yoshida Kuriyama	and/or and/or	35 U.S.C. § 103	Avis	Combine video rental technology of using computer implemented video rental kiosk machines with computer implemented online car

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Short Name		Classification	In Combination w	ith	Motivation for Combination
Koya	and/or and/or	Classification	and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW Books on Tape Morale Saigh	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred
			Hendricks Ginter Netflix	and/or and/or	to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,

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Short Name	Classification	In Combination with	Motivation for Combination
			00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			Obvious need for computerized or online rental system to determine what to ship to customer.

Short N	Name Classification	In Combination with	Motivation for Combination
			Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

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	Short Name		Classification	In Combination w	ith	Motivation for Combination
						discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
19.	Yoshida	and/or	35 U.S.C. § 103	Bradley	and/or	Combine video rental technology of using
	Kuriyama	and/or		Fein	and/or	computer implemented video rental kiosk
	Koya	and/or		TiVo		machines with video content storage, distribution
	Crooks	and/or				and selection technologies used in TV broadcast
	Isobe			and/or in further combination	on with	systems, and further with computer implemented library practices having subscription based no
						late fee book-lending programs, method for
				Reference Guide	and/or	ordering and downloading resources/contents
				Functional Requirements	and/or	based on searching their digital
				•		profiles/attributes over a telecommunication
				Maxcess	and/or	network, online car rental technologies,
				Sirsi	and/or	subscription based no late fee practices utilized
				Auto Librarian	and/or	in audio book and tape rental business, digital electronic telecommunication technologies for
				NCR	and/or	conducting e-commerce on the Internet, and
				Avis	and/or	Netflix's prior online DVD rental services, to
				AudioQueue	and/or	improve movie rental business.
				BTCC	and/or	Applying computer technology to make retail or
				TBW	and/or	rental operations more efficient and capable.
				Books on Tape	and/or	Using the Internet to perform functions of
				Morale	and/or	computer networks, including networks referred
				Saigh	and/or	to in the NCR patents.
				Hendricks	and/or	Transformation and expansion of "brick-and-
				110.000 0000	uiid/Oi	mortar" businesses into "dot-com" businesses.

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Short Name	Classification	In Combination with	Motivation for Combination
		Ginter and/or Netflix	Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused

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Short Name	Classification	In Combination with	Motivation for Combination
			for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities,

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Short Name	Classification	In Combination w	ith	Motivation for Combination
				relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
da and/or ama and/or and/or and/or and/or		AudioQueue BTCC TBW Books on Tape and/or in further combination Reference Guide Functional Requirements Maxcess	and/or and/or	Combine video rental technology of using computer implemented video rental kiosk machines with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic
				Functional Requirements and/or Maxcess and/or

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Short Name	Classification	In Combinatio	n with	Motivation for Combination
		Auto Librarian NCR Avis	and/or and/or and/or	e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
		Morale Saigh Hendricks Ginter	and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Netflix		Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce

Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42,
			00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

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	Short Name	e	Classification	In Combination w	ith	Motivation for Combination
						Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
21.	Yoshida Kuriyama	and/or and/or	35 U.S.C. § 103	Morale Saigh	and/or and/or	Combine video rental technology of using computer implemented video rental kiosk machines with digital electronic

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Short N	Name	Classification	In Combination w	vith	Motivation for Combination
Koya	and/or		Hendricks	and/or	telecommunication technologies for conducting e-commerce on the Internet, and further with
Crooks Isobe	and/or		Ginter and/or in further combinati	ion with	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
			Reference Guide	and/or	digital profiles/attributes over a
			Functional Requirements	and/or	telecommunication network, online car rental
			Maxcess	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Sirsi	and/or	business, and Netflix's prior online DVD rental
			Auto Librarian	and/or	services, to improve movie rental business.
			NCR	and/or	Applying computer technology to make retail or
			Avis	and/or	rental operations more efficient and capable.
			AudioQueue	and/or	Using the Internet to perform functions of computer networks, including networks referred
			BTCC	and/or	to in the NCR patents.
			TBW	and/or	Transformation and expansion of "brick-and-
			Books on Tape	and/or	mortar" businesses into "dot-com" businesses.
			Netflix		Conducting existing pre-Internet businesses on
					the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
					Adaptation of brick-and-mortar video rental
					businesses to the Internet. Similarities,
					relationships, and overlaps between brick-and-
					mortar video rental businesses (e.g.,
					Blockbuster's brick-and-mortar business) and
					Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions
					of them in prior art. (E.g., BB00008563-64,
					00008566, 00008558-60, 00008970-71,

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Classification	In Combination with	of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-
			64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to

Short Name	Classification	In Combination with	Motivation for Combination
			determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for
			rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

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	Short Name		Classification	In Combination w	ith	Motivation for Combination
						discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
22.	Yoshida Kuriyama Koya Crooks Isobe	and/or and/or and/or	35 U.S.C. § 103	Netflix and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	Combine video rental technology of using computer implemented video rental kiosk machines with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Classification	In Combination with	retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused
			for online rental on a pay-per-item basis by time required for delivery and return of items and

Short Name	Classification	In Combination with	Motivation for Combination
			related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined

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	Short Name		Classification	In Combination	with	Motivation for Combination
						discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
23.	Reference Guide	and/or	35 U.S.C. § 103	Multi Video	and/or	Combine library practices having computer
	Functional Requirements	and/or		Pop*Card	and/or	implemented subscription based no late fee
	Maxcess	and/or		Video Hit	and/or	book-lending programs with conventional brick and mortar video store rental practice, and
	Sirsi	and/or		Cine Club	and/or	further with computer implemented method for
	Auto Librarian			Campus Video		ordering and downloading resources/contents
				and/or in further combin	ation with	based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies,
				NCR	and/or	subscription based no late fee practices utilized in audio book and tape rental business, digital
				Avis	and/or	electronic telecommunication technologies for
				AudioQueue	and/or	conducting e-commerce on the Internet, and
				BTCC	and/or	Netflix's prior online DVD rental services, to improve movie rental business.

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orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce	Short Name	Classification	In Combinatio	n with	Motivation for Combination
businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.	Short Name	Classification	TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental

Short Name	Classification	In Combination with	Motivation for Combination
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for

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	Short Name		Classification	In Combination	on with	Motivation for Combination
						rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
24.	Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or	35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks	and/or and/or and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented video rental kiosk machines, and further with computer implemented method for
	Auto Librarian			Isobe		further with computer implemented method for ordering and downloading resources/contents

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Short Name	Classification	In Combination w	rith	Motivation for Combination
		and/or in further combinati	on with	based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies,
		NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

Short Name	Classification	In Combination with	Motivation for Combination
			coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

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	Short Name		Classification	In Combination	on with	Motivation for Combination
						Internet business. Using PCs over the Internet to perform functions of retail kiosks.
25.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	and/or in further combons Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis

Short Name	Classification	In Combination with	Motivation for Combination
			by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

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	Short Name		Classification	In Combinati	on with	Motivation for Combination
						subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
26.	Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or	35 U.S.C. § 103	Burks Hironori Subler	and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer systems having memory devices and micro-controllers
	Auto Librarian	una/or		and/or in further com	bination with	and computer readable medium, and further with computer implemented method for ordering and downloading resources/contents based on
				NCR	and/or	searching their digital profiles/attributes over a
				Avis	and/or	telecommunication network, online car rental technologies, subscription based no late fee
				AudioQueue	and/or	practices utilized in audio book and tape rental
				BTCC	and/or	business, digital electronic telecommunication
				TBW	and/or	technologies for conducting e-commerce on the
				Books on Tape	and/or	Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
				Morale	and/or	Applying computer technology to make retail or
				Saigh	and/or	rental operations more efficient and capable.
				Hendricks	and/or	Using the Internet to perform functions of

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Short Name	Classification	In Combination with	Motivation for Combination
		Ginter and/or Netflix	computer networks, including networks referred to in the NCR patents.
		Netflix	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription

Short	Name Classification	In Combination with	Motivation for Combination
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental

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	Short Name		Classification	In Combination w	vith	Motivation for Combination
						businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
27.	Reference Guide Functional Requirements Maxcess	and/or and/or	35 U.S.C. § 103	Leason Cook Video Vendor	and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with user friendly
	Sirsi Auto Librarian	and/or		and/or in further combinati	ion with	features for allowing a user to make and update a list of desired and/or reserved items, and further with computer implemented method for ordering and downloading resources (contents based on
				NCR	and/or	and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental

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Short Name	Classification	In Combination	on with	Motivation for Combination
		Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from
			limiting customers' ability to list on the same site

Short Name	Classification	In Combination with	Motivation for Combination
			visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

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	Short Name		Classification	In Combinat	ion with	Motivation for Combination
28.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Stein Herz and/or in further com NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and

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Short Name	Classification	In Combination with	Motivation for Combination
			Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

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	Short Name		Classification	In Combination	on with	Motivation for Combination
						delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
29.	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or	35 U.S.C. § 103	Avis and/or in further combo NCR	bination with and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with computer implemented online car rental technologies, and further with computer implemented method for
	Auto Librarian			AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental
			and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.

Short Name	Classification	In Combination with	Motivation for Combination
			Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for

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	Short Name		Classification	In Combina	ntion with	Motivation for Combination
						libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
30.	Reference Guide Functional Requirements	and/or and/or	35 U.S.C. § 103	Bradley Fein	and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with video content
	Maxcess Sirsi Auto Librarian	and/or and/or		and/or in further co	ombination with	storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented method for ordering and downloading resources/contents based on
				NCR Avis AudioQueue BTCC	and/or and/or and/or and/or	searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication

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Short Name	Classification	In Combination	with	Motivation for Combination
		TBW Books on Tape Morale	and/or and/or and/or	technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
		Saigh Hendricks Ginter Netflix	and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Netflix		Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering
				DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce

Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

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	Short Name		Classification	In Combinati	on with	Motivation for Combination
						Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
31.	Reference Guide Functional Requirements	and/or and/or	35 U.S.C. § 103	AudioQueue BTCC	and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with subscription based

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Short Name		Classification	In Combination	on with	Motivation for Combination
Maxcess Sirsi Auto Librarian	and/or and/or		TBW Books on Tape and/or in further comb NCR Avis Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	no late fee practices utilized in audio book and tape rental business, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred
					to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage

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Short Name	Classification	In Combination with	Motivation for Combination
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship

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Short Name	Classification	In Combination with	Motivation for Combination
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
unctional Requirements axcess	and/or and/or and/or	35 U.S.C. § 103	Morale Saigh Hendricks Ginter and/or in further combina NCR Avis AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	Combine library practices having computer implemented subscription based no late fee book-lending programs with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental
i a	nctional Requirements excess si	nctional Requirements and/or and/or and/or	nctional Requirements and/or and/or and/or and/or	si and/or to Librarian NCR Avis AudioQueue BTCC TBW Books on Tape	Saigh and/or Hendricks and/or Ginter to Librarian NCR and/or Avis and/or Avis and/or AudioQueue and/or BTCC and/or TBW and/or Books on Tape and/or Books on Tape

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combina	ntion with	Motivation for Combination
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
33.	Reference Guide Functional Requirements Maxcess	and/or and/or	35 U.S.C. § 103	Netflix and/or in further co	ombination with	Combine library practices having computer implemented subscription based no late fee book-lending programs with Netflix's prior
	Sirsi Auto Librarian	and/or and/or		NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	online DVD rental services and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of

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Short Name	Classification	In Combination with	Motivation for Combination
			computer networks, including networks referred to in the NCR patents.
			Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription

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Short Name	Classification	In Combination with	Motivation for Combination
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	th	Motivation for Combination
					businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
34.	NCR	35 U.S.C. § 103	Pop*Card Video Hit	and/or and/or and/or and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with conventional brick and mortar video store rental practice, and further with computer implemented library practices having
			and/or in further combination	n with	subscription based no late fee book-lending programs, online car rental technologies,

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination v	vith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned
			items. Inconvenience and frustration from limiting customers' ability to list on the same site

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Short Name	Classification	In Combination with	Motivation for Combination
			visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
35.	NCR	Classification 35 U.S.C. § 103	Yoshida Kuriyama Koya Crooks Isobe and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,
			Netflix		relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art

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Short Name	Classification	In Combination with	Motivation for Combination
			online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)

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Short Name	Classification	In Combination with	Motivation for Combination
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
36.	NCR	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combinati Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks	and/or an	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
			Ginter Netflix	and/or	Transformation and expansion of "brick-and- mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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Short Name	Classification	In Combination with	Motivation for Combination
Snort Name	Classification	In Combination with	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time

Short Name	Classification	In Combination with	Motivation for Combination
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and

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	Short Name	Classification	In Combination w	ith	Motivation for Combination
					audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
37.	NCR	35 U.S.C. § 103	Burks Hironori Subler and/or in further combinati		Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having
			Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis	and/or and/or and/or and/or and/or	implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	with	Motivation for Combination
		AudioQueue BTCC	and/or and/or	Netflix's prior online DVD rental services, to improve movie rental business.
		TBW	and/or	Applying computer technology to make retail or
		Books on Tape Morale	and/or	rental operations more efficient and capable. Using the Internet to perform functions of
		Saigh	and/or and/or	computer networks, including networks referred to in the NCR patents.
		Hendricks	and/or	Transformation and expansion of "brick-and-
		Ginter Netflix	and/or	mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on
		Neijiix		the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities, relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet orders and lower cost of mailing or delivering
				DVDs in comparison to videotapes. (E.g.,
				BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD
				rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
				businesses (e.g., Amazon.com) and DVD rental

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Short Name	Classification	In Combination with	Motivation for Combination
			and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination wi	th	Motivation for Combination
					rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
38.	NCR	35 U.S.C. § 103	Leason Cook Video Vendor	and/or and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	rith	Motivation for Combination
		and/or in further combination	on with	network with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with computer
		Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or	implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for
		Auto Librarian Avis AudioQueue	and/or and/or and/or	conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
		BTCC TBW Books on Tape Morale	and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Saigh Hendricks Ginter	and/or and/or and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
		Netflix		retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71,

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Crassification		o0008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-
			64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to

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Short Name	Classification	In Combination with	Motivation for Combination
			determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
39.	NCR	35 U.S.C. § 103	Stein	and/or	Combine computer implemented method for
			Herz		ordering and downloading resources/contents
			and/or in further combinati	on with	based on searching their digital profiles/attributes over a telecommunication network with user friendly features for allowing a user to automatically select desired items based
			Reference Guide	and/or	on item selection criteria, and further with
			Functional Requirements	and/or	computer implemented library practices having
			Maxcess	and/or	subscription based no late fee book-lending
			Sirsi	and/or	programs, online car rental technologies, subscription based no late fee practices utilized
			Auto Librarian	and/or	in audio book and tape rental business, digital
			Avis	and/or	electronic telecommunication technologies for
			AudioQueue	and/or	conducting e-commerce on the Internet, and
			BTCC	and/or	Netflix's prior online DVD rental services, to
			TBW	and/or	improve movie rental business.
			Books on Tape	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			Morale	and/or	Using the Internet to perform functions of
			Saigh	and/or	computer networks, including networks referred
			Hendricks	and/or	to in the NCR patents.
			Ginter	and/or	Transformation and expansion of "brick-and-
			Netflix		mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Classification	In Combination with	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of
			subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time

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Short Nan	ne Classification	In Combination with	Motivation for Combination
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
40.	NCR	35 U.S.C. § 103	Avis		Combine computer implemented method for ordering and downloading resources/contents
			and/or in further combination	on with	based on searching their digital profiles/attributes over a telecommunication network with computer implemented online car
			Reference Guide	and/or	rental technologies, and further with computer
			Functional Requirements	and/or	implemented library practices having subscription based no late fee book-lending
			Maxcess	and/or	programs, subscription based no late fee
			Sirsi	and/or	practices utilized in audio book and tape rental
			Audio Quana	and/or	business, digital electronic telecommunication
			AudioQueue BTCC	and/or and/or	technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental
			TBW	and/or	services, to improve movie rental business.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	with	Motivation for Combination
		Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-andmortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-andmortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)

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Short Name	Classification	In Combination with	Motivation for Combination
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for rental of other items to rental of videos.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
41.	NCR	35 U.S.C. § 103	Bradley and/or Fein and/or TiVo	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with video content storage, distribution
			and/or in further combination with	and selection technologies used in TV broadcast

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	ith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet

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Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

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Short Name	Classification	In Combination with	Motivation for Combination
			coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	vith	Motivation for Combination
					Internet business. Using PCs over the Internet to perform functions of retail kiosks.
42.	NCR	35 U.S.C. § 103	AudioQueue BTCC TBW Books on Tape and/or in further combinate Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis Morale Saigh Hendricks Ginter Netflix	and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis

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Short Name	Classification	In Combination with	Motivation for Combination
			by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
43.	NCR	35 U.S.C. § 103	Morale Saigh Hendricks Ginter	and/or and/or and/or	Combine computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network with digital electronic
			and/or in further combinati	on with	telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending
			Functional Requirements	and/or	programs, online car rental technologies, subscription based no late fee practices utilized
			Maxcess Sirsi	and/or and/or	in audio book and tape rental business, and Netflix's prior online DVD rental services, to
			Auto Librarian	and/or	improve movie rental business.
			Avis	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			AudioQueue	and/or	Using the Internet to perform functions of
			BTCC	and/or	computer networks, including networks referred

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Short Name	Classification	In Combination w	vith	Motivation for Combination
		TBW	and/or	to in the NCR patents.
		TBW Books on Tape Netflix	and/or and/or	to in the NCR patents. Transformation and expansion of "brick-andmortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps
				between Internet retail sites and ecommerce
				businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
				Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined

Short Name	Classification	In Combination with	Motivation for Combination
			discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to
			time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
44.	NCR	35 U.S.C. § 103	Netflix		Combine computer implemented method for ordering and downloading resources/contents
			and/or in further combinati	on with	based on searching their digital profiles/attributes over a telecommunication network with Netflix's prior online DVD rental
			Reference Guide	and/or	services and further with computer implemented
			Functional Requirements	and/or	library practices having subscription based no
			Maxcess	and/or	late fee book-lending programs, online car rental
			Sirsi	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	on with	Motivation for Combination
		Auto Librarian Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or and/or and/or and/or	business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Sho	ort Name	Classification	In Combination with	Motivation for Combination
				between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
				Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
				Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer
				visit when they are identified. Customer dissatisfaction with a subscription service if ther

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	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
45.	Avis	35 U.S.C. § 103	Multi Video and/or	Combine computer implemented online car rental technologies with conventional brick and

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Short Name	Classification	In Combination w	ith	Motivation for Combination
		Pop*Card	and/or	mortar video store rental practice, and further
		Video Hit	and/or	with computer implemented library practices
		Cine Club	and/or	having subscription based no late fee book-
		Campus Video		lending programs, method for ordering and downloading resources/contents based on
		and/or in further combination	on with	searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and
		Reference Guide	and/or	tape rental business, digital electronic telecommunication technologies for conducting
		Functional Requirements	and/or	e-commerce on the Internet, and Netflix's prior
		Maxcess	and/or	online DVD rental services, to improve movie
		Sirsi	and/or	rental business.
		Auto Librarian	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
		NCR	and/or	Using the Internet to perform functions of
		AudioQueue	and/or	computer networks, including networks referred
		BTCC	and/or	to in the NCR patents.
		TBW	and/or	Transformation and expansion of "brick-and-
		Books on Tape	and/or	mortar" businesses into "dot-com" businesses.
		Morale	and/or	Conducting existing pre-Internet businesses on
		Saigh	and/or	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
		Hendricks	and/or	Adaptation of brick-and-mortar video rental
		Ginter	and/or	businesses to the Internet. Similarities,
		Netflix		relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64,

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Short Name	Classification	In Combination with	Motivation for Combination
			00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer.

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Short Name	Classification	In Combination with	Motivation for Combination
			Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	vith	Motivation for Combination
					discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
46.	Avis	35 U.S.C. § 103	Yoshida	and/or	Combine computer implemented online car
			Kuriyama	and/or	rental technologies with computer implemented
			Koya	and/or	video rental kiosk machines, and further with
			Crooks	and/or	computer implemented library practices having subscription based no late fee book-lending
			Isobe		programs, method for ordering and downloading
					resources/contents based on searching their
			and/or in further combinati	ion with	digital profiles/attributes over a
					telecommunication network, subscription based
			Reference Guide	and/or	no late fee practices utilized in audio book and tape rental business, digital electronic
			Functional Requirements	and/or	telecommunication technologies for conducting
			Maxcess	and/or	e-commerce on the Internet, and Netflix's prior
			Sirsi	and/or	online DVD rental services, to improve movie
			Auto Librarian	and/or	rental business.
			NCR	and/or	Applying computer technology to make retail or
			AudioQueue	and/or	rental operations more efficient and capable.
			BTCC	and/or	Using the Internet to perform functions of computer networks, including networks referred
			TBW	and/or	to in the NCR patents.
			Books on Tape	and/or	Transformation and expansion of "brick-and-
			Morale	and/or	mortar" businesses into "dot-com" businesses.
					Conducting existing pre-Internet businesses on
			Saigh	and/or	the Internet. Adaptation of brick-and-mortar

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Short Name	Classification	In Combin	ation with	Motivation for Combination
Short Name	Classification	Hendricks Ginter Netflix	and/or and/or	retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.
				Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and

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Short Name	Classification	In Combination with	Motivation for Combination
			related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for
			libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined

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	Short Name	Classification	In Combination with	th	Motivation for Combination
					discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
47.	Avis	35 U.S.C. § 103	Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination	and/or and/or and/or and/or	Combine computer implemented online car rental technologies with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting
				and/or	e-commerce on the Internet, and Netflix's prior
				and/or and/or	online DVD rental services, to improve movie rental business.
					Applying computer technology to make retail or

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Short Name	Classification	In Combination	with	Motivation for Combination
		Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to

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Short Name	Classification	In Combination with	Motivation for Combination
			or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
48.	Avis	35 U.S.C. § 103	NCR and/or in further combination with	Combine computer implemented online car rental technologies with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
			Reference Guide and/or Functional Requirements and/or	telecommunication network, and further with

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	on with	Motivation for Combination
Short Name	Classification	In Combination Maxcess Sirsi Auto Librarian AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or	subscription based no late fee book-lending programs, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from

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Short Name	Classification	In Combination with	Motivation for Combination
			limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	vith	Motivation for Combination
					of retail kiosks.
49.	Avis	35 U.S.C. § 103	Burks Hironori Subler and/or in further combinati	and/or and/or	Combine computer implemented online car rental technologies with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending
			Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet.

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis

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Short Name	Classification	In Combination with	Motivation for Combination
			by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
50.	Avis	35 U.S.C. § 103	Leason Cook Video Vendor	and/or and/or	Combine computer implemented online car rental technologies with user friendly features for allowing a user to make and update a list of desired and/or reserved items, and further with
			and/or in further combinati	on with	computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	resources/contents based on searching their digital profiles/attributes over a
			Functional Requirements	and/or	telecommunication network, subscription based
			Maxcess Sirsi	and/or and/or	no late fee practices utilized in audio book and
			Auto Librarian	and/or	tape rental business, digital electronic telecommunication technologies for conducting
			NCR	and/or	e-commerce on the Internet, and Netflix's prior
			AudioQueue	and/or	online DVD rental services, to improve movie rental business.
			BTCC	and/or	Applying computer technology to make retail or
			TBW	and/or	rental operations more efficient and capable.

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	ing the Internet to perform functions of
Saigh and/or Hendricks and/or Ginter and/or Netflix Saigh and/or Ginter and/or Netflix Netflix Saigh and/or Tram mor and/or Netflix Solve the learner and/or or the learner and hend busing relating the learner and hend busing the learner and hend busing relating the learner and hend busing relating the learner and hend busing the learner and hend busing relating the learner and hend busing the learner and hend busing relating the learner and hend busing relating the learner and hend busing the lear	in the NCR patents. ansformation and expansion of "brick-and-ortar" businesses into "dot-com" businesses. Inducting existing pre-Internet businesses on a Internet. Adaptation of brick-and-mortar ail and rental businesses to the Internet. Iaptation of brick-and-mortar video rental sinesses to the Internet. Iaptation of brick-and-mortar video rental sinesses to the Internet. Similarities, ationships, and overlaps between brick-and-ortar video rental businesses (e.g., ockbuster's brick-and-mortar business) and ternet video rental (e.g., Netflix's prior-art line rental business) and combined discussions them in prior art. (E.g., BB00008563-64, 008566, 00008558-60, 00008970-71, 008590-91, 00008592-93.) Taking advantage increased suitability of DVD format for mail livery or other shipment in response to Internet ders and lower cost of mailing or delivering VDs in comparison to videotapes. (E.g., 800008531-32.) Use of features of Internet ail sites and ecommerce businesses for DVD ontal. Similarities, relationships, and overlaps tween Internet retail sites and ecommerce sinesses (e.g., Amazon.com) and DVD rental d combined discussions of them in prior art. (e.g., BB00008550-51, 00008558-60.) Idding or substituting subscription programs to for pay-per-item rental services. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
51.	Avis	35 U.S.C. § 103	Stein and/or Herz	Combine computer implemented online car rental technologies with user friendly features for allowing a user to automatically select desired
			and/or in further combination with	items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-
			Reference Guide and/or	lending programs, method for ordering and downloading resources/contents based on

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	ith	Motivation for Combination
		Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering

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Short Na	ame Classification	In Combination with	Motivation for Combination
			DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned

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Short Name	Classification	In Combination with	Motivation for Combination
			items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					Using PCs over the Internet to perform functions of retail kiosks.
52.	Avis	35 U.S.C. § 103	Bradley Fein TiVo and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	Combine computer implemented online car rental technologies with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
53.	Avis	35 U.S.C. § 103	AudioQueue	and/or	Combine computer implemented online car
			BTCC	and/or	rental technologies with subscription based no late fee practices utilized in audio book and tape
			TBW	and/or	rental business, and further with computer
			Books on Tape		implemented library practices having
			and/or in further combinati	on with	subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
			Reference Guide	and/or	digital profiles/attributes over a
			Functional Requirements	and/or	telecommunication network, digital electronic telecommunication technologies for conducting
			Maxcess	and/or	e-commerce on the Internet, and Netflix's prior
			Sirsi	and/or	online DVD rental services, to improve movie
			Auto Librarian	and/or	rental business.
			NCR	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			Morale	and/or	Using the Internet to perform functions of

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Short Name	Classification	In Combin	ation with	Motivation for Combination
		Saigh Hendricks	and/or and/or	computer networks, including networks referred to in the NCR patents.
		Ginter Netflix	and/or and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
				(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541, 42, 00008563, 64, 00008060, 71)
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
54.	Avis	35 U.S.C. § 103	Morale and/or Saigh and/or Hendricks and/or Ginter	rental technologies with digital electronic telecommunication technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending
			and/or in further combination with	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	ith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	telecommunication network, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD

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Short Name	Classification	In Combination with	Motivation for Combination
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer

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Short Name	Classification	In Combination with	Motivation for Combination
			dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

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	Short Name	Classification	In Combination w	ith	Motivation for Combination
55.	Avis	35 U.S.C. § 103	Netflix and/or in further combinati	ion with	Combine computer implemented online car rental technologies with Netflix's prior online DVD rental services, and further with computer
			Reference Guide Functional Requirements Maxcess	and/or and/or and/or	implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
			Sirsi	and/or	telecommunication network, subscription based no late fee practices utilized in audio book and
			Auto Librarian NCR	and/or and/or	tape rental business, and digital electronic telecommunication technologies for conducting
			AudioQueue BTCC	and/or and/or	e-commerce on the Internet, to improve movie rental business.
			TBW Books on Tape	and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			Morale	and/or	Using the Internet to perform functions of computer networks, including networks referred
			Saigh Hendricks	and/or and/or	to in the NCR patents. Transformation and expansion of "brick-and-
			Ginter		mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
					retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,
					relationships, and overlaps between brick-and- mortar video rental businesses (e.g.,
					Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions

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Short Name	Classification	In Combination with	Motivation for Combination
	Classification		of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental

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Short N	ame Classification	In Combination with	Motivation for Combination
			system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
56.	AudioQueue	and/or	35 U.S.C. § 103	Multi Video	and/or	Combine subscription based no late fee practices
	BTCC	and/or		Pop*Card	and/or	utilized in audio book and tape rental business
	TBW	and/or		Video Hit	and/or	with conventional brick and mortar video store
	Books on Tape			Cine Club	and/or	rental practice, and further with computer implemented library practices having
				Campus Video		subscription based no late fee book-lending
				and/or in further combinati	on with	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
				Reference Guide	and/or	telecommunication network, online car rental technologies, digital electronic
				Functional Requirements	and/or	telecommunication technologies for conducting
				Maxcess	and/or	e-commerce on the Internet, and Netflix's prior
				Sirsi	and/or	online DVD rental services, to improve movie
				Auto Librarian	and/or	rental business.
				NCR	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
				Avis	and/or	Using the Internet to perform functions of
				Morale	and/or	computer networks, including networks referred
				Saigh	and/or	to in the NCR patents.
				Hendricks	and/or	Transformation and expansion of "brick-and-
				Ginter	and/or	mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on

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Short Nar	ne Classification	In Combination with	Motivation for Combination
		Netflix	the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of
			subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time

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Short Name	Classification	In Combination with	Motivation for Combination
			required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	vith	Motivation for Combination
						audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
57.	AudioQueue	and/or	35 U.S.C. § 103	Yoshida	and/or	Combine subscription based no late fee practices
	BTCC	and/or		Kuriyama	and/or	utilized in audio book and tape rental business
	TBW	and/or		Koya	and/or	with computer implemented video rental kiosk machines, and further with computer
	Books on Tape			Crooks	and/or	implemented library practices having
				Isobe		subscription based no late fee book-lending
				and/or in further combinati	ion with	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
				Reference Guide	and/or	telecommunication network, online car rental technologies, digital electronic
				Functional Requirements	and/or	telecommunication technologies for conducting
				Maxcess	and/or	e-commerce on the Internet, and Netflix's prior
				Sirsi	and/or	online DVD rental services, to improve movie

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	n with	Motivation for Combination
		Auto Librarian	and/or	rental business.
		NCR Avis	and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of
		Morale	and/or	computer networks, including networks referred
		Saigh Hendricks	and/or	to in the NCR patents.
			and/or	Transformation and expansion of "brick-and-
		Ginter	and/or	mortar" businesses into "dot-com" businesses.
		Netflix		Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
				retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions
				of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage
				of increased suitability of DVD format for mail
				delivery or other shipment in response to Internet
				orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,
				BB00008531-32.) Use of features of Internet
				retail sites and ecommerce businesses for DVD
				rental. Similarities, relationships, and overlaps
				between Internet retail sites and ecommerce
				businesses (e.g., Amazon.com) and DVD rental
				and combined discussions of them in prior art.

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Short Nan	ne Classification	In Combination with	Motivation for Combination
			(E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items. Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Nam	ie	Classification	In Combination w	ith	Motivation for Combination
						Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
58.	AudioQueue BTCC TBW Books on Tape	and/or and/or and/or	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi	and/or and/or and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with library practices having computer implemented subscription based no late fee book-lending programs, and further with

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Short Name	Classification	In Combination wi	th	Motivation for Combination
		Auto Librarian		computer implemented method for ordering and downloading resources/contents based on
		and/or in further combinatio	n with	searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic
		NCR	and/or	telecommunication technologies for conducting
		Avis	and/or	e-commerce on the Internet, and Netflix's prior
		Morale	and/or	online DVD rental services, to improve movie rental business.
		Saigh	and/or	Applying computer technology to make retail or
		Hendricks	and/or	rental operations more efficient and capable.
		Ginter	and/or	Using the Internet to perform functions of
		Netflix		computer networks, including networks referred
				to in the NCR patents.
				Transformation and expansion of "brick-and-
				mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on
				the Internet. Adaptation of brick-and-mortar
				retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art
				online rental business) and combined discussions
				of them in prior art. (E.g., BB00008563-64,
				00008566, 00008558-60, 00008970-71,
				00008590-91, 00008592-93.) Taking advantage
				of increased suitability of DVD format for mail delivery or other shipment in response to Internet
				derivery of other simplifient in response to internet

Short Name	Classification	In Combination with	Motivation for Combination
			orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to

Short Name	Classification	In Combination with	Motivation for Combination
			coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	rith	Motivation for Combination
						Internet business. Using PCs over the Internet to perform functions of retail kiosks.
59.	AudioQueue BTCC TBW Books on Tape	and/or and/or and/or	35 U.S.C. § 103	and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian Avis Morale Saigh Hendricks Ginter Netflix	on with and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, and further with computer implemented library practices having subscription based no late fee book-lending programs, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or

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Short Name	Classification	In Combination with	Motivation for Combination
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
60.	~	and/or	35 U.S.C. § 103	Burks	and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business
		and/or and/or		Hironori Subler	and/or	with computer systems having memory devices
	Books on Tape	und/ of		and/or in further combination	on with	and micro-controllers and computer readable medium, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for
				Reference Guide	and/or	ordering and downloading resources/contents
				Functional Requirements	and/or	based on searching their digital profiles/attributes over a telecommunication
				Maxcess	and/or	network, online car rental technologies, digital
				Sirsi	and/or	electronic telecommunication technologies for
				Auto Librarian	and/or	conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to
				NCR	and/or	improve movie rental business.
				Avis	and/or	Applying computer technology to make retail or
				Morale Saigh	and/or	rental operations more efficient and capable.
				o .		1
				Saigh Hendricks	and/or and/or	Using the Internet to perform functions of computer networks, including networks referr

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Short Name	Classification	In Combination with	Motivation for Combination
		Ginter and/or	to in the NCR patents.
		Ginter and/or Netflix	to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental
			and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription
			and pay-per-item rental services and combined

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Short Name	Classification	In Combination with	Motivation for Combination
			discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
61.	AudioQueue and/o BTCC and/o TBW and/o Books on Tape	or	Leason and/or Cook and/or Video Vendor and/or in further combination with	1
			Reference Guide and/or Functional Requirements and/or	based on searching their digital

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combinat	ion with	Motivation for Combination
		Maxcess Sirsi Auto Librarian NCR Avis Morale Saigh Hendricks Ginter Netflix	and/or and/or and/or and/or and/or and/or and/or	network, online car rental technologies, digital electronic telecommunication technologies for conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD

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Short Name	Classification	In Combination with	Motivation for Combination
			rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer

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Short Name	Classification	In Combination with	Motivation for Combination
			dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business.
			Using PCs over the Internet to perform functions of retail kiosks.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

AudioQueue and/or BTCC and/or TBW and/or Books on Tape and/or Reference Guide and/or Reference Guide and/or and/or Stein and/or and/or and/or and/or and/or and/or and/or and/or and/or subscription based no late ference Guide and/or Combine subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination based no late ference Guide and/or subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination based no late ference Guide and/or subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination based no late ference Guide and/or subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination based no late ference Guide and/or subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination with and/or implemented library practices having subscription based no late ference for allowing automatically select desired items based selection criteria, and further with combination with and for all for	
Functional Requirements Maxcess Sirsi and/or Auto Librarian NCR Avis Morale Singh Hendricks Ginter Netflix Metflix Functional Requirements Maxcess and/or Auto Librarian Auto Librarian And/or And/or Avis And/or Morale Sirgh And/or Morale Singh And/or Hendricks Applying computer technology to make rental operations more efficient and carbon to in the NCR patents. Transformation and expansion of "brid mortar" businesses into "dot-com" bus Conducting existing pre-Internet busin the Internet. Adaptation of brick-and-retail and rental businesses to the Internet. Similarities relationships, and overlaps between brid mortar video rental businesses (e.g.,	business g a user to ed on item nputer Inding ownloading ownloading otheir It rental It rental

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Short Name	Classification	In Combination with	Motivation for Combination
			Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions
						of retail kiosks.
63.	· =	d/or	35 U.S.C. § 103	Avis		Combine subscription based no late fee practices
		d/or d/or		and/or in further combination	on with	utilized in audio book and tape rental business with computer implemented online car rental technologies, and further with computer
	Books on Tupe			Reference Guide	and/or	implemented library practices having subscription based no late fee book-lending
				Functional Requirements	and/or	programs, method for ordering and downloading
				Maxcess	and/or	resources/contents based on searching their
				Sirsi	and/or	digital profiles/attributes over a telecommunication network, digital electronic
				Auto Librarian	and/or	telecommunication technologies for conducting
				NCR	and/or	e-commerce on the Internet, and Netflix's prior
				Morale	and/or	online DVD rental services, to improve movie rental business.
				Saigh	and/or	
				Hendricks	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
				Ginter	and/or	Using the Internet to perform functions of
				Netflix		computer networks, including networks referred to in the NCR patents.
						Transformation and expansion of "brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of
			subscription programs for online rentals.

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Short Name	Classification	In Combination with	Motivation for Combination
			Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination wit	h	Motivation for Combination
					libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
64.	AudioQueue and/o BTCC and/o TBW and/o Books on Tape	•		and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with video content storage, distribution and selection technologies used in TV broadcast systems, and further with computer implemented library practices having subscription based no
			Reference Guide Functional Requirements Maxcess	and/or and/or and/or and/or	late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, digital electronic telecommunication technologies for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combinati	on with	Motivation for Combination
		Auto Librarian NCR Avis	and/or and/or and/or	conducting e-commerce on the Internet, and Netflix's prior online DVD rental services, to improve movie rental business.
		Morale Saigh Hendricks Ginter	and/or and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Netflix	and/Of	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Short Name	Classification	In Combination with	Motivation for Combination
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Nam	ie	Classification	In Combina	tion with	Motivation for Combination
						Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
						Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
65.	AudioQueue BTCC	and/or and/or	35 U.S.C. § 103	Morale Saigh	and/or and/or	Combine subscription based no late fee practices utilized in audio book and tape rental business with digital electronic telecommunication

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	rith	Motivation for Combination
TBW and/o	r	Hendricks Ginter and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or and/or and/or and/or and/or	technologies for conducting e-commerce on the Internet, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar
				retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail

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Short Name	Classification	In Combination with	Motivation for Combination
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to

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Short Name	Classification	In Combination with	Motivation for Combination
			time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
66.	AudioQueue BTCC	and/or and/or	35 U.S.C. § 103	Netflix		Combine subscription based no late fee practices utilized in audio book and tape rental business
	TBW Books on Tape	and/or		and/or in further combination	on with	with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no late fee
				Reference Guide	and/or	book-lending programs, method for ordering and
				Functional Requirements	and/or	downloading resources/contents based on
				Maxcess	and/or	searching their digital profiles/attributes over a
				Sirsi	and/or	telecommunication network, online car rental technologies, and digital electronic
				Auto Librarian	and/or	telecommunication technologies for conducting
				NCR	and/or	e-commerce on the Internet, improve item rental
				Avis	and/or	business.
				Morale	and/or	Applying computer technology to make retail or
				Saigh	and/or	rental operations more efficient and capable.
				Hendricks	and/or	Using the Internet to perform functions of computer networks, including networks referred
				Ginter		to in the NCR patents.
						Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
			mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis

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Short Name	Classification	In Combination with	Motivation for Combination
			by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
67.	Morale a	and/or	35 U.S.C. § 103	Multi Video	and/or	Combine digital electronic telecommunication
	Saigh	and/or		Pop*Card	and/or	technologies for conducting e-commerce on the Internet with conventional brick and mortar
	<i>Hendricks</i>	and/or		Video Hit	and/or	video store rental practice, and further with
	Ginter			Cine Club	and/or	computer implemented library practices having
				Campus Video		subscription based no late fee book-lending
				and/or in further combination	on with	programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
				Reference Guide	and/or	telecommunication network, online car rental
				Functional Requirements	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
				Maxcess	and/or	business, and Netflix's prior online DVD rental
				Sirsi	and/or	services, to improve movie rental business.
				Auto Librarian	and/or	Applying computer technology to make retail or
				NCR	and/or	rental operations more efficient and capable.
				Avis	and/or	Using the Internet to perform functions of computer networks, including networks referred

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Short Name	Classification	In Combination v	vith	Motivation for Combination
		AudioQueue	and/or	to in the NCR patents.
		AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or	to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription

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Short Name	Classification	In Combination with	Motivation for Combination
			discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to
			determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
68.	Saigh and	1/or 1/or 1/or 1/or	Yoshida and/or Kuriyama and/or Koya and/or Crooks and/or Isobe and/or in further combination with	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented video rental kiosk machines, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Functional Requirements and/or practic	1 1 1 1 1 0
Sirsi and/or Auto Librarian and/or NCR and/or Avis and/or AudioQueue and/or BTCC and/or TBW and/or Books on Tape and/or Netflix Netflix Sirsi and/or Apply rental Using computo in in the International Transf mortar Condu the International Transf mortar Condu the International Transf mortar Adapta busine relation mortar Blockt International Transf mortar Condu the International Transf mortar Conductional Transf mortar Conduction Transf mortar Con	nologies, subscription based no late fee rices utilized in audio book and tape rental ness, and Netflix's prior online DVD rental ices, to improve movie rental business. Ilying computer technology to make retail or all operations more efficient and capable. In the Internet to perform functions of puter networks, including networks referred a the NCR patents. Insformation and expansion of "brick-and-tar" businesses into "dot-com" businesses. Inducting existing pre-Internet businesses on Internet. Adaptation of brick-and-mortar and and rental businesses to the Internet. Internet. Internet. Similarities, chonships, and overlaps between brick-and-tar video rental businesses (e.g., exbuster's brick-and-mortar business) and renet video rental (e.g., Netflix's prior-art internet in prior art. (E.g., BB00008563-64, 08566, 00008558-60, 00008970-71, 08590-91, 00008592-93.) Taking advantage increased suitability of DVD format for mail overy or other shipment in response to Internet are and lower cost of mailing or delivering Ds in comparison to videotapes. (E.g., 00008531-32.) Use of features of Internet all sites and ecommerce businesses for DVD

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Short Name	Classification	In Combination with	Motivation for Combination
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer
			visit when they are identified. Customer dissatisfaction with a subscription service if there

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	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
69.	Morale and/	or 35 U.S.C. § 103	Reference Guide and/or	Combine digital electronic telecommunication technologies for conducting e-commerce on the

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name		Classification	In Combination w	ith	Motivation for Combination
Saigh Hendricks Ginter	and/or and/or		Functional Requirements Maxcess Sirsi Auto Librarian and/or in further combination NCR Avis AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or on with and/or and/or and/or and/or and/or	Internet with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008592-93.) Taking advantage

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Short Name	Classification	In Combination with	Motivation for Combination
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship

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Short Name	Classification	In Combination with	Motivation for Combination
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
70.	Morale	and/or	35 U.S.C. § 103	NCR		Combine digital electronic telecommunication technologies for conducting e-commerce on the
	Saigh Hendricks Ginter	and/or and/or		and/or in further combination	on with	Internet with computer implemented method for ordering and downloading resources/contents based on searching their digital
				Reference Guide	and/or	profiles/attributes over a telecommunication
				Functional Requirements	and/or	network, and further with computer implemented
				Maxcess	and/or	library practices having subscription based no
				Sirsi	and/or	late fee book-lending programs, online car rental technologies, subscription based no late fee
				Auto Librarian	and/or	practices utilized in audio book and tape rental
				Avis	and/or	business, and Netflix's prior online DVD rental
				AudioQueue	and/or	services, to improve movie rental business.
				BTCC	and/or	Applying computer technology to make retail or
				TBW	and/or	rental operations more efficient and capable.
				Books on Tape	and/or	Using the Internet to perform functions of computer networks, including networks referred
				Netflix		to in the NCR patents.
						Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.
						Conducting existing pre-Internet businesses on
						the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
						Adaptation of brick-and-mortar video rental
						businesses to the Internet. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	rith	Motivation for Combination
						Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
71.	Morale	and/or	35 U.S.C. § 103	Burks	and/or	Combine digital electronic telecommunication
	Saigh	and/or		Hironori	and/or	technologies for conducting e-commerce on the
	Hendricks	and/or		Subler		Internet with computer systems having memory
	Ginter					devices and micro-controllers and computer readable medium, and further with computer
				and/or in further combinati	on with	implemented library practices having
						subscription based no late fee book-lending
				Reference Guide	and/or	programs, method for ordering and downloading
				Functional Requirements	and/or	resources/contents based on searching their
				Maxcess	and/or	digital profiles/attributes over a
				Sirsi	and/or	telecommunication network, online car rental technologies, subscription based no late fee
				Auto Librarian	and/or	practices utilized in audio book and tape rental
				NCR	and/or	business, and Netflix's prior online DVD rental
						services, to improve movie rental business.
				Avis	and/or	Applying computer technology to make retail or
				AudioQueue	and/or	rental operations more efficient and capable.

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Short Name	Classification	In Combination with	Motivation for Combination
		BTCC and/o TBW and/o Books on Tape and/o Netflix	computer networks, including networks referred

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and

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	Short Name		Classification	In Combination with	Motivation for Combination
					overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
					Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
72.	Morale Saigh Hendricks	and/or and/or and/or	35 U.S.C. § 103	Leason and/or Cook and/or Video Vendor	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with user friendly features for allowing a user to make and update a list of desired and/or
	Ginter			and/or in further combination with	reserved items, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Nan	ne Classification	In Combination w	ith	Motivation for Combination
		Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from

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Short Name	Classification	In Combination with	Motivation for Combination
			limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in
			prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	rith	Motivation for Combination
						of retail kiosks.
73.	Morale Saigh Hendricks Ginter	and/or and/or and/or	35 U.S.C. § 103	Stein Herz and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW	and/or on with and/or	of retail kiosks. Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with user friendly features for allowing a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of
				Books on Tape Netflix	and/or	computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or

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Short Name	Classification	In Combination with	Motivation for Combination
			of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.) Applying methods and technologies used for subscription video services provided

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Cl	Classification	In Combination wi	ith	Motivation for Combination
						electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
74.	Saigh an	d/or 35 d/or d/or	5 U.S.C. § 103	Avis and/or in further combination	on with	Combine digital electronic telecommunication technologies for conducting e-commerce on the Internet with computer implemented online car
	Ginter			Reference Guide Functional Requirements	and/or	rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
				Maxcess	and/or	resources/contents based on searching their digital profiles/attributes over a
				Sirsi Auto Librarian	and/or and/or	telecommunication network, subscription based
				NCR	and/or	no late fee practices utilized in audio book and tape rental business, and Netflix's prior online
				AudioQueue BTCC	and/or and/or	DVD rental services, to improve movie rental business.
				TBW	and/or	Applying computer technology to make retail or
				Books on Tape Netflix	and/or	rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Classification	In Combination with	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce
			businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of

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Short Name	Classification	In Combination with	Motivation for Combination
Short Name	Classification	In Combination with	subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there
			are delays providing further items. Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)

BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
75.	Morale and/o Saigh and/o Hendricks and/o Ginter	r	Bradley and/or Fein and/or TiVo	technologies for conducting e-commerce on the Internet with video content storage, distribution and selection technologies used in TV broadcast
	Ginter		and/or in further combination with	systems, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for
			Reference Guide and/or Functional Requirements and/or Maxcess and/or	ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	with	Motivation for Combination
		Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Netflix	and/or and/or and/or and/or and/or and/or and/or	subscription based no late fee practices utilized in audio book and tape rental business, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Short Name	Classification	In Combination with	Motivation for Combination
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer
			visit when they are identified. Customer dissatisfaction with a subscription service if there

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
76.	Morale and/or	35 U.S.C. § 103	AudioQueue and/or	Combine digital electronic telecommunication technologies for conducting e-commerce on the

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name		Classification	In Combination w	ith	Motivation for Combination
Saigh Hendricks Ginter	and/or and/or		BTCC TBW Books on Tape and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Netflix	and/or and/or and/or and/or and/or and/or and/or and/or	Internet with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and Netflix's prior online DVD rental services, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008598-91, 00008592-93.) Taking advantage

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Short Name	Classification	In Combination with	Motivation for Combination
			of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship

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Short Name	Classification	In Combination with	Motivation for Combination
			next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name		Classification	In Combination w	ith	Motivation for Combination
						Use of standard computer hardware and digital media for computerized business operations and Internet business.
						Using PCs over the Internet to perform functions of retail kiosks.
77.	Morale	and/or	35 U.S.C. § 103	Netflix		Combine digital electronic telecommunication technologies for conducting e-commerce on the
	Saigh Hendricks Ginter	and/or and/or		and/or in further combination	on with	Internet with Netflix's prior online DVD rental services, and further with computer implemented library practices having subscription based no
				Reference Guide	and/or	late fee book-lending programs, method for
				Functional Requirements	and/or	ordering and downloading resources/contents
				Maxcess	and/or	based on searching their digital
				Sirsi	and/or	profiles/attributes over a telecommunication network, online car rental technologies, and
				Auto Librarian	and/or	subscription based no late fee practices utilized
				NCR	and/or	in audio book and tape rental business, to
				Avis	and/or	improve movie rental business.
				AudioQueue	and/or	Applying computer technology to make retail or
				BTCC	and/or	rental operations more efficient and capable.
				TBW	and/or	Using the Internet to perform functions of computer networks, including networks referred
				Books on Tape		to in the NCR patents.
						Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.
						Conducting existing pre-Internet businesses on
						the Internet. Adaptation of brick-and-mortar
						retail and rental businesses to the Internet.
						Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

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Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
78.	Netflix	35 U.S.C. § 103	Multi Video	and/or	Combine Netflix's prior online DVD rental
			Pop*Card	and/or	services with conventional brick and mortar
			Video Hit	and/or	video store rental practice, and further with
			Cine Club	and/or	computer implemented library practices having subscription based no late fee book-lending
			Campus Video		programs, method for ordering and downloading
					resources/contents based on searching their
			and/or in further combination	on with	digital profiles/attributes over a
					telecommunication network, online car rental
			Reference Guide	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Functional Requirements	and/or	business, and digital electronic
			Maxcess	and/or	telecommunication technologies for conducting
			Sirsi	and/or	e-commerce on the Internet, to improve movie
			Auto Librarian	and/or	rental business.
			NCR	and/or	Applying computer technology to make retail or rental operations more efficient and capable.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combinat	ion with	Motivation for Combination
		Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or and/or and/or	Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
79.	Netflix	35 U.S.C. § 103	Yoshida and/ Kuriyama and/ Koya and/ Crooks and/ Isobe	services with computer implemented video rental kiosk machines, and further with computer implemented library practices having

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Nam	e Classification	In Combination w	ith	Motivation for Combination
Short Nam	e Classification	and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale	and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or and/or	Motivation for Combination telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
		Saigh Hendricks Ginter	and/or and/or	Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from

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Short Name	Classification	In Combination with	Motivation for Combination
			limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
			Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					of retail kiosks.
80.	Netflix	35 U.S.C. § 103	Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian	and/or and/or and/or and/or	Combine Netflix's prior online DVD rental services with library practices having computer implemented subscription based no late fee book-lending programs, and further with computer implemented method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a
			and/or in further combinati	on with	telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental
			NCR	and/or	business, and digital electronic
			Avis	and/or	telecommunication technologies for conducting
			AudioQueue BTCC	and/or and/or	e-commerce on the Internet,to improve movie rental business.
			TBW Books on Tape Morale Saigh	and/or and/or and/or	Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
			Hendricks Ginter	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and

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Short Name	Classification	In Combination with	Motivation for Combination
			Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.
			(E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,

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Short Name	Classification	In Combination with	Motivation for Combination
			BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
81.	Netflix	35 U.S.C. § 103	NCR		Combine Netflix's prior online DVD rental services with computer implemented method for
			and/or in further combinati	on with	ordering and downloading resources/contents based on searching their digital
			Reference Guide	and/or	profiles/attributes over a telecommunication network, and further with computer implemented
			Functional Requirements	and/or	library practices having subscription based no
			Maxcess	and/or	late fee book-lending programs, online car rental
			Sirsi	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
			Auto Librarian	and/or	business, and digital electronic
			Avis	and/or	telecommunication technologies for conducting
			AudioQueue	and/or	e-commerce on the Internet, to improve movie rental business.
			BTCC	and/or	
			TBW	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			Books on Tape	and/or	Using the Internet to perform functions of
			Morale	and/or	computer networks, including networks referred
			Saigh	and/or	to in the NCR patents.
			Hendricks	and/or	Transformation and expansion of "brick-and-

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Short Name	Classification	In Combination with	Motivation for Combination
		Ginter	mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and- mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription
			and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals.

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Short Name	Classification	In Combination with	Motivation for Combination
			Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination wit	th	Motivation for Combination
					libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
82.	Netflix	35 U.S.C. § 103		and/or and/or	Combine Netflix's prior online DVD rental services with computer systems having memory devices and micro-controllers and computer readable medium, and further with computer
			and/or in further combination	n with	implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading
			Reference Guide	and/or	resources/contents based on searching their
			*	and/or	digital profiles/attributes over a telecommunication network, online car rental
				and/or	technologies, subscription based no late fee
			Sirsi	and/or	practices utilized in audio book and tape rental

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	n with	Motivation for Combination
		Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape Morale Saigh Hendricks Ginter	and/or and/or and/or and/or and/or and/or and/or	business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps

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Short Name	Classification	In Combination with	Motivation for Combination
			between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				are delays providing further items.
				Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
83.	Netflix	35 U.S.C. § 103	Leason and/or	Combine Netflix's prior online DVD rental services with user friendly features for allowing

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	ith	Motivation for Combination
		Cook Video Vendor	and/or	a user to make and update a list of desired and/or reserved items, and further with computer
		and/or in further combination	on with	implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their
		Reference Guide	and/or	digital profiles/attributes over a
		Functional Requirements	and/or	telecommunication network, online car rental
		Maxcess	and/or	technologies, subscription based no late fee practices utilized in audio book and tape rental
		Sirsi	and/or	business, and digital electronic
		Auto Librarian	and/or	telecommunication technologies for conducting
		NCR	and/or	e-commerce on the Internet, to improve movie
		Avis	and/or	rental business.
		AudioQueue	and/or	Applying computer technology to make retail or
		BTCC	and/or	rental operations more efficient and capable. Using the Internet to perform functions of
		TBW	and/or	computer networks, including networks referred
		Books on Tape	and/or	to in the NCR patents.
		Morale	and/or	Transformation and expansion of "brick-and-
		Saigh	and/or	mortar" businesses into "dot-com" businesses.
		Hendricks	and/or	Conducting existing pre-Internet businesses on
		Ginter		the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet.
				Adaptation of brick-and-mortar video rental
				businesses to the Internet. Similarities,
				relationships, and overlaps between brick-and-
				mortar video rental businesses (e.g.,
				Blockbuster's brick-and-mortar business) and
				Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions

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Short Name	Classification	In Combination with	Motivation for Combination
	Classification		of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online r

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Short Na	me Classification	In Combination with	Motivation for Combination
			system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	rith	Motivation for Combination
					video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
84.	Netflix	35 U.S.C. § 103	Stein	and/or	Combine Netflix's prior online DVD rental
			Herz		services with user friendly features for allowing
			and/or in further combinati	on with	a user to automatically select desired items based on item selection criteria, and further with computer implemented library practices having subscription based no late fee book-lending
			Reference Guide	and/or	programs, method for ordering and downloading
			Functional Requirements	and/or	resources/contents based on searching their
			Maxcess	and/or	digital profiles/attributes over a
			Sirsi	and/or	telecommunication network, online car rental technologies, subscription based no late fee
			Auto Librarian	and/or	practices utilized in audio book and tape rental
			NCR	and/or	business, and digital electronic
			Avis	and/or	telecommunication technologies for conducting
			AudioQueue	and/or	e-commerce on the Internet, to improve movie rental business.
			BTCC	and/or	
			TBW	and/or	Applying computer technology to make retail or rental operations more efficient and capable.
			Books on Tape	and/or	Using the Internet to perform functions of
			Morale	and/or	computer networks, including networks referred
			Saigh	and/or	to in the NCR patents.
			Hendricks	and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses.

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Short Name	Classification	In Combination with	Motivation for Combination
		Ginter	Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused

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Short Name	Classification	In Combination with	Motivation for Combination
			for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities,

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital media for computerized business operations and Internet business. Using PCs over the Internet to perform functions of retail kiosks.
85.	Netflix	35 U.S.C. § 103	Avis		Combine Netflix's prior online DVD rental
		, , ,	and/or in further combination	on with	services with computer implemented online car rental technologies, and further with computer implemented library practices having subscription based no late fee book-lending
			Reference Guide	and/or	programs, method for ordering and downloading
			Functional Requirements	and/or	resources/contents based on searching their
			Maxcess	and/or	digital profiles/attributes over a telecommunication network, subscription based
			Sirsi	and/or	no late fee practices utilized in audio book and
			Auto Librarian	and/or	tape rental business, and digital electronic
			NCR AudioQueue	and/or and/or	telecommunication technologies for conducting e-commerce on the Internet,to improve movie
			ЛишоУиеие	and/of	c commerce on the internet, to improve movie

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination	n with	Motivation for Combination
		BTCC	and/or	rental business.
				rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 0000858-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps
				between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art.

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Short Name	Classification	In Combination with	Motivation for Combination
			(E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos.

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
				Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
86.	Netflix	35 U.S.C. § 103	Bradley and/Fein and/TiVo	

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

Short Name	Classification	In Combination w	rith	Motivation for Combination
Short Name	Classification	In Combination water and/or in further combination water and/or in further combination. Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis AudioQueue BTCC TBW Books on Tape		late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, subscription based no late fee practices utilized in audio book and tape rental business, and digital electronic telecommunication technologies for conducting e-commerce on the Internet,to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents.
		Morale Saigh Hendricks Ginter	and/or and/or and/or	Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities, relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail

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Short Name	Classification	In Combination with	Motivation for Combination
			delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.) Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g.,
			BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to

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Short Name	Classification	In Combination with	Motivation for Combination
			time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
			Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media. Use of standard computer hardware and digital

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
87.	Netflix	35 U.S.C. § 103	AudioQueue BTCC TBW Books on Tape and/or in further combination Reference Guide Functional Requirements Maxcess Sirsi Auto Librarian NCR Avis Morale Saigh Hendricks Ginter	and/or	Combine Netflix's prior online DVD rental services with subscription based no late fee practices utilized in audio book and tape rental business, and further with computer implemented library practices having subscription based no late fee book-lending programs, method for ordering and downloading resources/contents based on searching their digital profiles/attributes over a telecommunication network, online car rental technologies, and digital electronic telecommunication technologies for conducting e-commerce on the Internet, to improve movie rental business. Applying computer technology to make retail or rental operations more efficient and capable. Using the Internet to perform functions of computer networks, including networks referred to in the NCR patents. Transformation and expansion of "brick-and-mortar" businesses into "dot-com" businesses. Conducting existing pre-Internet businesses on the Internet. Adaptation of brick-and-mortar retail and rental businesses to the Internet. Adaptation of brick-and-mortar video rental businesses to the Internet. Similarities,

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Short Name	Classification	In Combination with	Motivation for Combination
			relationships, and overlaps between brick-and-mortar video rental businesses (e.g., Blockbuster's brick-and-mortar business) and Internet video rental (e.g., Netflix's prior-art online rental business) and combined discussions of them in prior art. (E.g., BB00008563-64, 00008566, 00008558-60, 00008970-71, 00008590-91, 00008592-93.) Taking advantage of increased suitability of DVD format for mail delivery or other shipment in response to Internet orders and lower cost of mailing or delivering DVDs in comparison to videotapes. (E.g., BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
			Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages

Short Name	Classification	In Combination with	Motivation for Combination
			caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.)
			Obvious need for computerized or online rental system to determine what to ship to customer. Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in prior art. (E.g., BB00008587-88, 00008970-71.)
			Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination w	ith	Motivation for Combination
					Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
					Use of standard computer hardware and digital media for computerized business operations and Internet business.
					Using PCs over the Internet to perform functions of retail kiosks.
88.	Netflix	35 U.S.C. § 103	Morale	and/or	Combine Netflix's prior online DVD rental
			Saigh	and/or	services with digital electronic
			Hendricks	and/or	telecommunication technologies for conducting e-commerce on the Internet, and further with
			Ginter		computer implemented library practices having
					subscription based no late fee book-lending
			and/or in further combination	on with	programs, method for ordering and downloading resources/contents based on searching their
			Reference Guide	and/or	digital profiles/attributes over a
			Functional Requirements	and/or	telecommunication network, online car rental technologies, and subscription based no late fee
			Maxcess	and/or	practices utilized in audio book and tape rental
			Sirsi	and/or	business, to improve movie rental business.
			Auto Librarian	and/or	Applying computer technology to make retail or
			NCR	and/or	rental operations more efficient and capable.
			Avis	and/or	Using the Internet to perform functions of computer networks, including networks referred

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Short Name	Classification	In Combination with		Motivation for Combination
		AudioQueue	and/or	to in the NCR patents.
				BB00008531-32.) Use of features of Internet retail sites and ecommerce businesses for DVD rental. Similarities, relationships, and overlaps between Internet retail sites and ecommerce businesses (e.g., Amazon.com) and DVD rental and combined discussions of them in prior art. (E.g., BB00008550-51, 00008558-60.)
				Adding or substituting subscription programs to or for pay-per-item rental services. Similarities, relationships, and overlaps between subscription and pay-per-item rental services and combined

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Short Name	Classification	In Combination with	Motivation for Combination
			discussions of them in prior art. Advantages of subscription programs for online rentals. Problems and competitive disadvantages caused for online rental on a pay-per-item basis by time required for delivery and return of items and related uncertainties. (E.g., BB00008541-42, 00008550-51, 00008555, 00008559, 00008563-64.) Problems and competitive disadvantages caused for online rental on a pay-per-item basis by cost of delivery and return of items by mail or of other delivery and return of items. (E.g., BB00008541-42, 00008563-64, 00008969-71.) Obvious need for computerized or online rental system to determine what to ship to customer.
			Obvious need for subscription service to determine, on return of an item, what to ship next. Impracticality of requiring customers to time identification of additional desired items to coincide with rental service's receipt of returned items. Inconvenience and frustration from limiting customers' ability to list on the same site visit when they are identified. Customer dissatisfaction with a subscription service if there are delays providing further items.
			Applying methods and technologies used for rental of other items to rental of videos. Applying methods and technologies used for rental of audio tapes or other audio materials to rental of videos. Similarities, relationships, and overlaps between audio and video rental businesses and combined discussions of them in

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BLOCKBUSTER'S PRELIMINARY INVALIDITY CONTENTION (U.S. PATENT NO. 7,024,381 B1)

	Short Name	Classification	In Combination with	Motivation for Combination
				prior art. (E.g., BB00008587-88, 00008970-71.) Applying methods and technologies used for libraries to rental services. Similarities, relationships, and overlaps between libraries and audio and video rental and sales and combined discussions of them in prior art. (E.g., BB00008961-62, 00008966-69.)
				Applying methods and technologies used for subscription video services provided electronically to online subscription with delivery of discs or other physical media by mail or otherwise. Similarities, relationships, and overlaps between electronic transmission of video content and delivery of video content on discs or other physical media.
				Use of standard computer hardware and digital media for computerized business operations and Internet business.
				Using PCs over the Internet to perform functions of retail kiosks.
89.	Any combination of references cited above	35 U.S.C. § 103	Any combination of references cited above	Improving item rental business
			and/or in further combination with	
			any combination of references cited above	

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